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Award

## UCAS Media Partnership

University of South Wales

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-067600

Procurement identifier (OCID): ocds-h6vhtk-05d1c5 ([view related notices](#))

Published 22 October 2025, 4:15pm

## Scope

## Reference

SSJ068

## Description

University of South Wales require a contract that conducts data insights and market research which will deliver core marketing activity to prospective students, their families, carers, teachers and advisors. Therefore, a decision was made to complete a direct award.

The final contract value is subject to internal approval, the maximum permitted value is stated in the notice.

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## **Contract 1. UCAS Media Partnership**

### **Supplier**

- UCAS Media Limited

### **Contract value**

- £290,371 excluding VAT
- £348,445 including VAT

Above the relevant threshold

### **Award decision date**

21 October 2025

### **Standstill period**

- End: 31 October 2025
- 8 working days

### **Earliest date the contract will be signed**

5 November 2025

### **Contract dates (estimated)**

- 7 November 2025 to 6 November 2026

- 1 year

## **Main procurement category**

Services

## **CPV classifications**

- 79342000 - Marketing services

## **Contract locations**

- UKL15 - Central Valleys

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## **Procedure**

### **Procedure type**

Direct award

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## **Supplier**

### **UCAS Media Limited**

- Public Procurement Organisation Number: PQLW-4791-YWWY

Rosehill, New Barn Lane

Gloucestershire

GL52 3LZ

United Kingdom

Email: [E.Barnes@ucas.ac.uk](mailto:E.Barnes@ucas.ac.uk)

Region: UKK13 - Gloucestershire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. UCAS Media Partnership

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## **Contracting authority**

### **University of South Wales**

- Charity Commission (England and Wales): 1140312

University of South Wales,

Pontypridd

CF37 1DL

United Kingdom

Contact name: Libby Roberts

Email: [libby.roberts@southwales.ac.uk](mailto:libby.roberts@southwales.ac.uk)

Region: UKL15 - Central Valleys

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales